

For Immediate Release

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**Sports Tourism the Topic at CMCC Series**  
*June 17 and July 8*

Central Maine Community College and the City of Auburn Recreation & Special Events Advisory Board are co-sponsoring a summer education series on the topic of sports tourism. Two sessions have been scheduled to date, and each will cover the value of sports tourism and how best to promote it in a community. The sessions will consist of a brief presentation followed by questions and discussion.

On Wednesday, June 17 at 6:00 p.m., the presenter will be Bill Baker, a full-time advocate for business and residents for the City of Westbrook. He has helped attract national events such as "Tough Mudder," and has increased economic activity through sports by over 5 MM.

On Wednesday, July 8 at 6:00 p.m., Rob Cappola, strategic director for Maine Sports Commissions, will present. His primary responsibilities are the development of marketing strategies and materials, research and development of new sporting events, and collaboration with Maine's eight tourism regions.

"Auburn has been steadily making investments in our facilities for athletic events, most notably Maine's only dual-sheet ice arena and now an indoor field turf facility at Ingersoll Arena," states Auburn Mayor Jonathan LaBonte. "The region's youth sports programs, competitive high school teams, and small college partners like CM position us well to grow a tourism economy here through sports, and those new dollars mean more hotel stays, more restaurant visits and ultimately more jobs and greater tax base."

These events are free and open to the public and will be held in Kirk Hall at Central Maine Community College, 1250 Turner St, Auburn, ME.

For more information, contact Dave Gonyea @ 755-5251



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